

ANTHROPOMORPHIC METAPHORS AS STYLISTIC MEANS OF INNOVATIVE TECHNOLOGIES DISCOURSE

Metaphors in texts of innovative technologies (computer, 3D printing, additive manufacturing, etc.) are characterized by a vividly manifested cognitive nature and metaphoric process modeling. The latter in terms of the cognitive metaphor theory depends on knowledge interpretation procedures, reflected in cognitive construction-frames. These frames represent specific unified constructs of knowledge or experience connected by mental reflections and scenarios, a generalized dynamic experience of human interaction with the world.

Foremost, it is possible to define the following source domains in the English metaphoric term system of innovative technologies texts: 1) anthropomorphic (a human being as a central donor-sphere in metaphoric terms creation); 2) non-anthropomorphic (phenomena and elements of the environment as a donor-sphere in metaphoric terms creation) [1, p. 135].

Therefore, anthropomorphic model of metaphoric terms creation can be represented in the following source domains:

a) biophysical characteristics (dead band, dead file, dead space, dead time element, deadlock, die hole, mortality, body, carbon footprint, crawler, backbone bus, eye diagram);

b) psycho intellectual characteristics (trust timeout, dumb terminal, don't care bit, fault band, trouble chart);

c) kinetics (client push/pull, handshake, one-touch access, flush, bum, burn-in, dike, hack, die out, to gun down, to bring bridging system to its knees);

d) food types (apple key, spam, ham, salami (attack), cookie, cracker, menu);

e) attire (cloaking, subnet mask, jacket, bit mask);

f) housing and consumption goods (backdoor, data warehousing, (chat) room, mailbox, trash can window, filter box, thread, button, file folder, clock bus, clock jitter, housekeeping channel);

g) professional gear and actions (crowd, candidate key, client/server filter, hub, stack, companion descriptor);

h) social status (host, orphans, widow, master, slave, orphan/widow control).

With the structure of non-anthropomorphic model, it is possible to define the following source domains of metaphoric computer terms creation:

- landscape (valley, bypass, ground bus);

- flora and fauna (daisy chain, beta bug, rat's net program, piggyback);

- natural phenomena (broadcast storm, flooding, freeze, lightning);
- sound (double click, babble, barf, wobble);
- flavor (flavor);
- image (icon);
- color (blue screen of death, green array);
- texture of an object (floppy disk, hard copy, ragged array, smoothed array, sprocket hole strip, tree chart, slice architecture);
- household goods (inbox, key, diary bug, hash, jacket);
- means of human communication (data traffic, message board, trace file, go/no-go evaluation).

Having analyzed anthropomorphic and non-anthropomorphic models of computer terms creation, it is relevant to focus more specifically on the source domain “biophysical characteristics” within the structure of anthropomorphic model where 50 % of the examples are created via metaphoric transfer of the concept DEATH with explicit involvement of titular lexeme in creation of the corresponding terms (dead band, dead file, dead space, dead time, deadlock, mortality) thus indicating the dominant anthropomorphic background of English computer terminology. In the perspective of this study, we plan to focus on metaphoric models of term coinage in different types of texts devoted to the innovative technologies.

REFERENCES

1. Fauconnier, G. Conceptual integration networks [Text] / G. Fauconnier, M. Turner // Cognitive science. – Vol. 22. – Stanford : CSLI Publications, 1998. – P. 133-187.